

Introduction to Google Analytics for the Common Digital Experience

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About Jon Parks



- Sr. Consultant with Atlantic BT
- Digital marketer with 17+ years of experience
- Instructor in Google Analytics, SEO, PPC and Social Media
- NC Native!

Session Structure

In today's session, we will:

- Introduce Google Analytics and what it can be used to do
- Explore the user interface
- Dig into the 5 report folders and examine how we can use these reports
- Examine a few “advanced” topics to help you get more from Google Analytics

Introduction to Google Analytics

Why Use Google Analytics?


- Provides solid analytical data on how your visitors use your site
- Perfect for:
 - Standalone Web site
 - Multiple Web sites (mTLDs, mSDs)
 - Mobile apps
- Integrates well with:
 - Google AdWords
 - Google Webmaster Tools
 - Social Media

Overview of Google Analytics




Let's take a look inside GA at a few key areas:


- Account panel
- Admin panel
- Main dashboard
- Report Folders


The Account Panel



 Google Analytics



[Home](#) [Reporting](#) [Customization](#) [Admin](#)


jon.parks@atlanticbt.com
evo Montreal - <http://www.evomontreal.com> 
All Web Site Data  


FEATURE UPDATE
Google Analytics will be simplifying its data sharing settings. [Learn more](#) 

















Mar 8, 2015 - Apr 7, 2015 


Mode  

Show All 



	Sessions	Avg. Session Duration	Bounce Rate	Goal Conversion Rate
  www.atlanticbt.com				
  http://m.atlanticbt.com (UA-448522-18)				
  http://support.atlanticbt.com/ (UA-448522-6)				
  http://www.atlanticbt-charlotte.com (UA-448522-9)				
  http://www.atlanticbt.com (UA-448522-3)				
  http://www.jacksonville-web-design.org (UA-448522-15)				
  http://www.orlando-web-design.org (UA-448522-16)				
  Novel Projects (UA-448522-19)				

The Admin Panel

 Google Analytics

Home Reporting Customization Admin

jon.parks@atlanticbt.com
http://www.atlanticbt.com - http://www....
www.atlanticbt.com

Administration
www.atlanticbt.com

ACCOUNT

www.atlanticbt.com

Account Settings

User Management

All Filters

Change History

Trash Can

PROPERTY

http://www.atlanticbt.com

Property Settings

Tracking Info

PRODUCT LINKING

AdWords Linking

AdSense Linking

All Products

Remarketing

Custom Definitions

Data Import

Social Settings

VIEW

www.atlanticbt.com

View Settings

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

PERSONAL TOOLS & ASSETS

Segments

Annotations

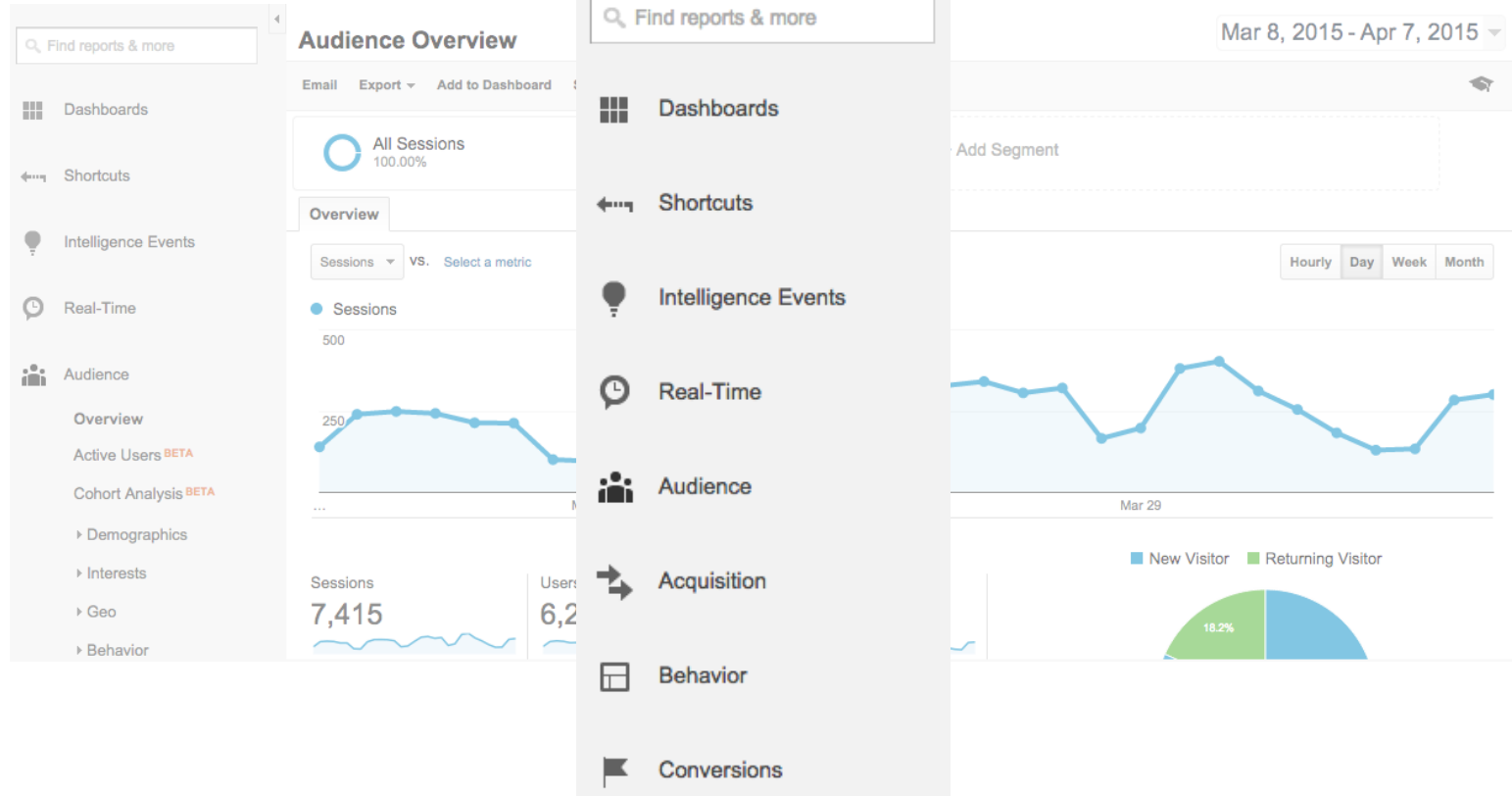
Attribution Models

Custom Channel Groupings

Main Dashboard



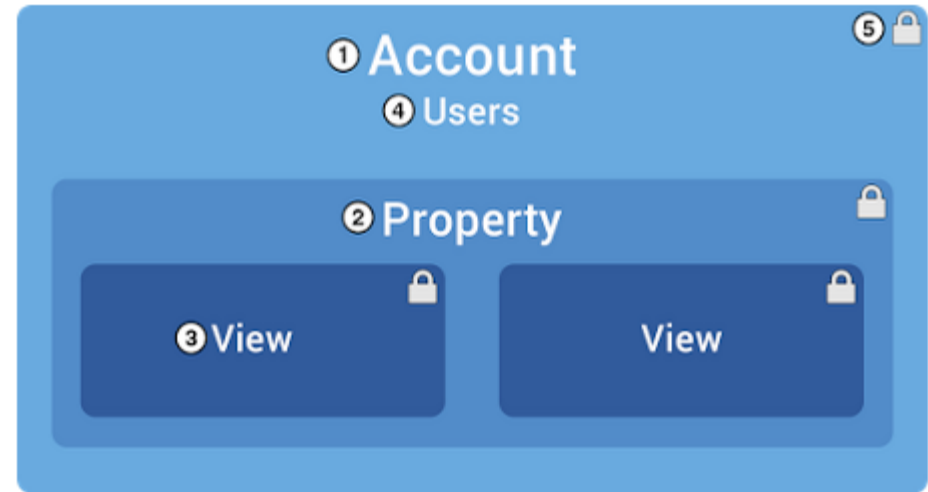
Report Folders



Google Analytics Structure

Structure of Google Analytics

1. Accounts = top level of organization in GA
2. Property = an individual Website, blog, etc.
3. View = a unique view of data within a property
4. Users = individuals that can access GA accounts



Google Analytics Orientation

Google Analytics Orientation

1. Core Terminology
2. User Management
3. Overview of Reporting Dashboards
4. Reporting Date Ranges
5. Annotations
6. Sharing/Emailing Reports

Core Terminology

- Sessions
- Users
- New vs. Returning Visitors
- Pageviews
- Bounce rate
- Dimensions and Metrics
- Data sampling

Core Terminology: Examples

Overview

Sessions ▾ vs. [Select a metric](#)

Hourly Day Week Month

● Sessions

500



February 2015

March 2015

April 2015

Sessions

20,942



Users

17,577



Pageviews

76,097



Pages / Session

3.63



Avg. Session Duration

00:01:19



Bounce Rate

0.69%

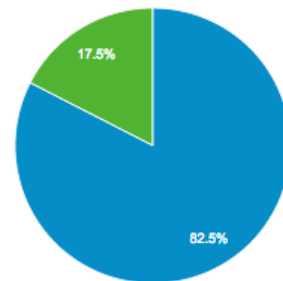


% New Sessions

82.54%



■ New Visitor ■ Returning Visitor



Core Terminology: Dimensions & Metrics

- Every report has dimensions & metrics
- Dimensions: describes the characteristics of your users, their sessions & actions
 - i.e. City, browser, mobile device, referral source
- Metrics: the quantitative measurements (think: “the numbers”)
 - i.e. 4,000 sessions, \$3.19 CPC, 35% bounce rate

Core Terminology: Data Sampling

Behavior Flow

Jan 1, 2014 - Dec 31, 2014

Automatically Grouped Pages ▾ Level of Detail ▾ Export ▾



All Sessions
100.00%



+ Add Segment



This report is based on 87.5K sessions (99.9% of sessions). [Learn more](#)

Landing Page ▾ ⚙

→ / 29.7K

Starting pages

87.6K sessions, 64.2K drop-offs

■ / 32.1K

1st Interaction ✕

23.3K sessions, 9.14K drop-offs

■ /about-us/ 3.73K

■ /work-for-us 3.55K

■ /what-we-do/ 3.33K

2nd Interaction ✕

14.2K sessions, 5.38K drop-offs

■ / 2.18K

■ /about-us/ 1.63K

■ /our-work/portfolio/ 1.29K

→ /blog/asp-n...tialviews/

■ /blog

User Management

Administration > User Management

www.atlanticbt.com



ACCOUNT



www.atlanticbt.com



Account Settings



User Management



All Filters



Change History



Trash Can

<input type="text" value="jon.parks"/>		
Email	Account Permissions	
1. jon.parks@atlanticbt.com	Manage Users, Edit, Collaborate, Read & Analyze	delete
Show rows: 10		Go to: 1 1 - 1 of 1

Add permissions for:

Read & Analyze

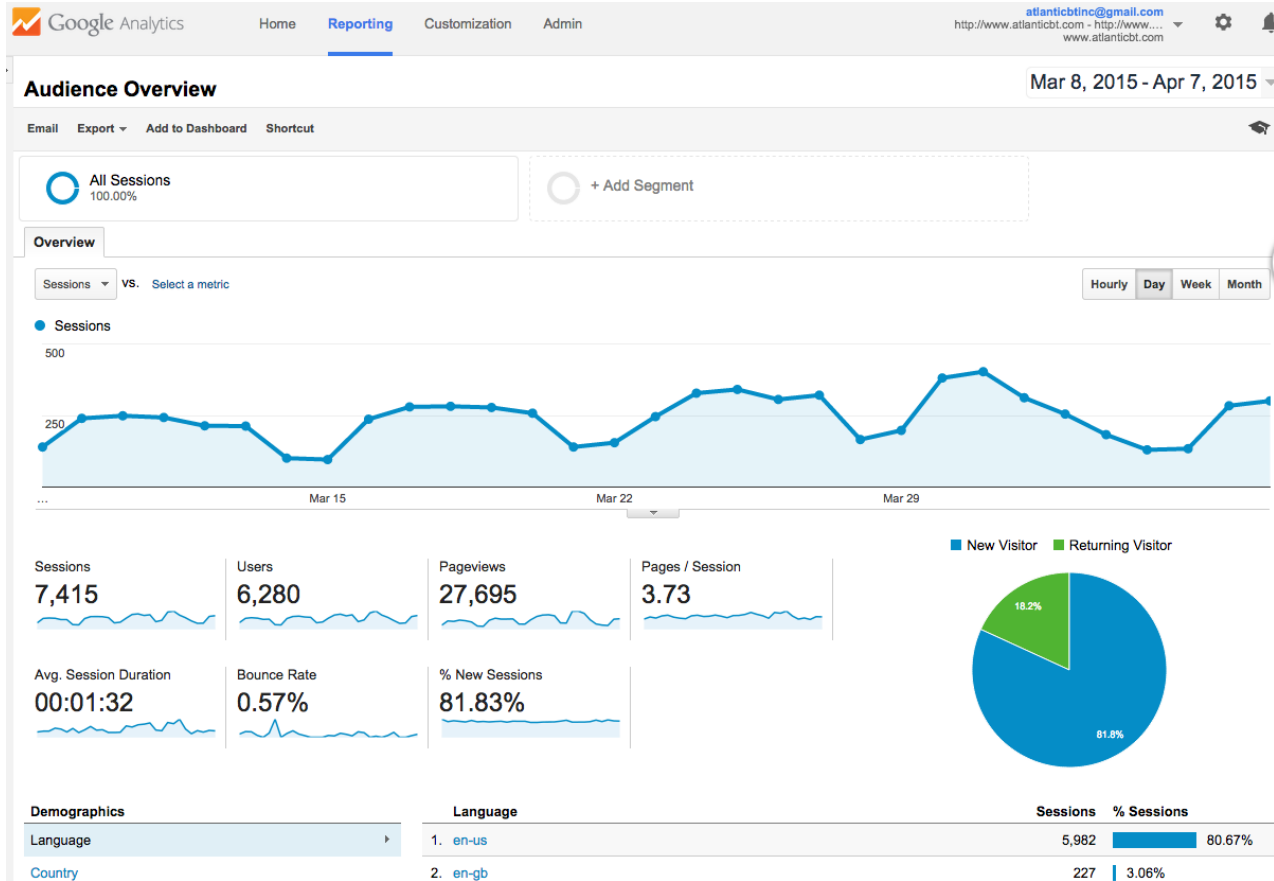
User e-mail that is registered in Google accounts

☐ Notify this user by email

Add

Cancel

Report Dashboards



Annotations

Audience Overview

Jan 1, 2015 - Apr 7, 2015

Email Export Add to Dashboard Shortcut



All Sessions
100.00%



+ Add Segment

Overview

Sessions VS. Select a metric

Hourly Day Week Month

Sessions

500

250



February 2015

March 2015

April 2015

Show: All | Starred

+ Create new annotation



Apr 7, 2015

Launched new PPC campaign today.]

32/160

Visibility: Shared

Private

Save

Cancel

Sharing/Emailing Reports

The screenshot shows the Google Analytics interface with the 'Audience Overview' report selected. A red arrow points to the 'Email' button in the top left of the report area. An 'Email Report: Audience Overview' dialog box is open in the center, showing the following details:

- From:** atlanticbtinc@gmail.com
- To:** [Empty text field]
- Subject:** Google Analytics: Audience Overview
- Attachments:** CSV (selected), AUDIENCE OVERVIEW (button)
- Frequency:** Weekly
- Day of Week:** S, M (selected), T, W, T, F, S
- ADVANCED OPTIONS:** [Empty text area]
- Buttons:** Send, Cancel

The background report shows data for 'All Sessions' (100.00%) with a line chart for 'Sessions' over time. The date range is 'Jan 1, 2015 - Apr 7, 2015'. The chart shows a fluctuating trend with a peak in early April.

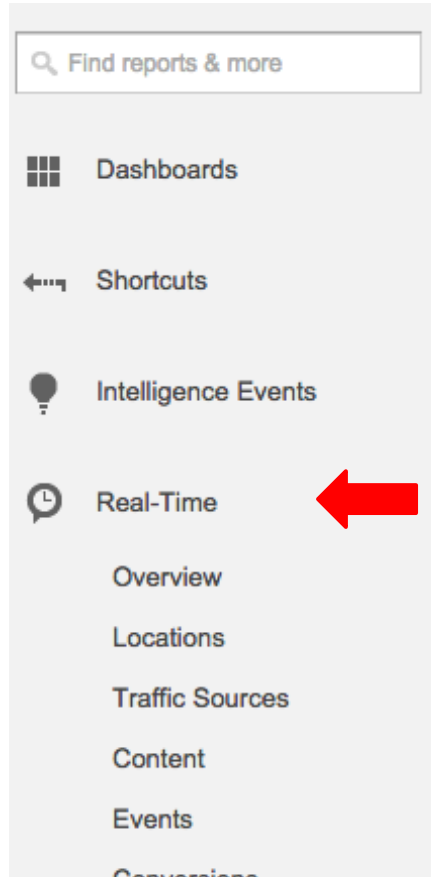
Reporting in Google Analytics

Google Analytics: Reports

There are 5 main report folders in Google Analytics

1. Real-Time
2. Audience
3. Acquisition
4. Behavior
5. Conversions

Real-Time



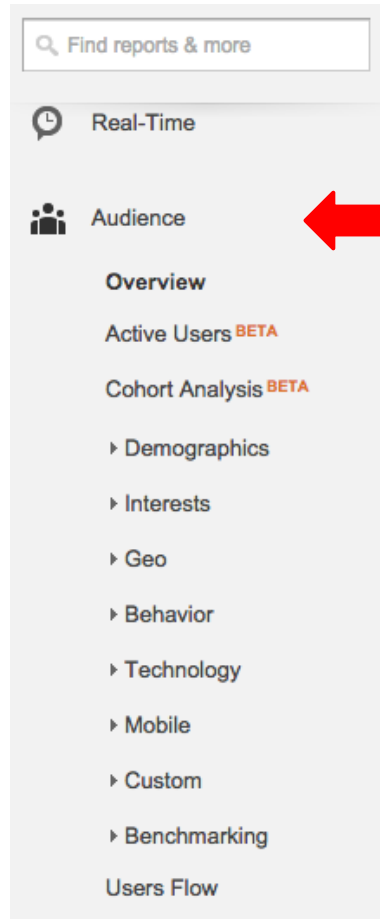
- Answers the question “what’s happening on my site **right now?**”
- Limited analysis (but useful)
 - Page view
 - Sources
 - Conversions
 - Events
- Small window of time

Real-Time: How to Use this Report

Use this report data to:

- See immediate impact from in-progress campaigns
- Make adjustments to social media messaging
- Monitor geographic location of visitors

Audience



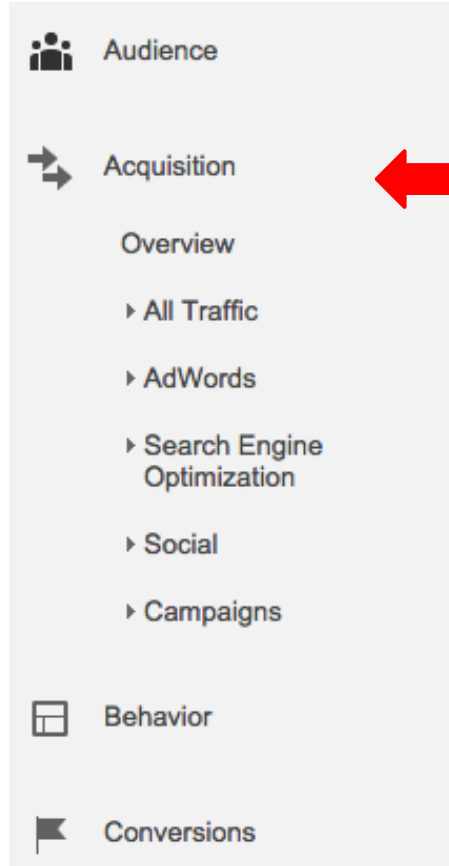
- Answers the question “***who** is visiting your site?*”
 - Where are they located?
 - What do we know about them?
 - How they access the site?

Audience: How to Use this Report

Use this report data to:

- Make decisions about geographies and users to target
- Understand dominant devices, browsers, OS versions for your site's users
- Use demographic data to confirm your personas and make necessary adjustments

Acquisition



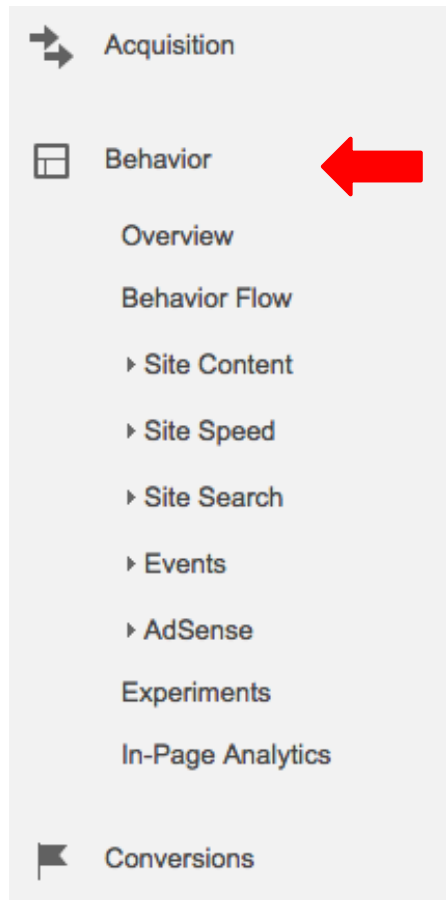
- Answers the question “**how** *did visitors get to my site?*”
 - Evaluate your SEO efforts
 - Monitor AdWords campaigns
 - Compare performance of social media efforts
 - Track email marketing campaigns

Acquisition: How to Use this Report

Use this report data to:

- Make informed decisions on marketing efforts
 - *i.e. "Should we put more effort into Facebook or Twitter?"*
- Measure success with acquiring traffic via organic search
- Determine which channels bring you the right traffic

Behavior



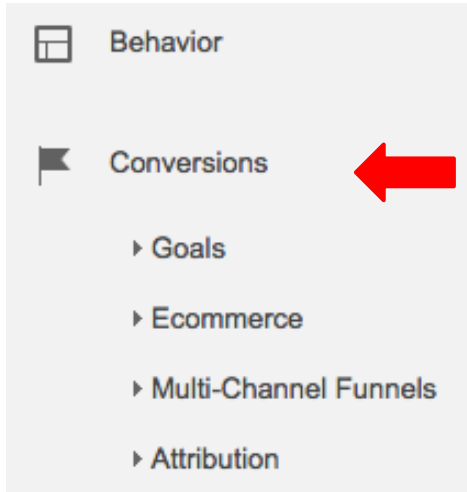
- Answers the question “***what*** *do visitors do on my site?*”
 - What pages do they view?
 - How do they navigate through my site?
 - What actions do they complete?
 - How quickly do pages load for my visitors?

Behavior: How to Use this Report

Use this report data to:

- Determine popular topics/content with your audience
 - Tells you what you need to create more of as part of your content marketing strategy
- Make decisions about navigation & flow
- Decide which pages you should focus on for conversion efforts
 - Landing and exit pages

Conversions



- Answers the question: “did visitors do what we wanted them to do when they visited the site?”
 - Did they sign-up/register?
 - Did users download the resource/document/guide?
 - Where are visitors getting stuck/leaving the conversion process?

Conversions: How to Use this Report

Use this report data to:

- Find out if visitors complete specific actions for your marketing campaigns
- Determine which campaigns are working and which ones are not
- Find out when (time of day/day of week) visitors are more likely to convert

Advanced Topics

Advanced Topics

- Creating Goals
- Setting up filters
- Custom Dashboards
- Intelligence Events

Advanced Topics: Goals

- Goals are the building block of conversions
- First, determine what goals are important for you to measure:
 - What do you want visitors to do? Where will they complete that action?
 - e.g. Thank You page after form submission
- Second, create your goals in GA's admin panel
- ***Bonus:*** goals feed into funnels

Advanced Topics: Creating Goals

←

VIEW

www.atlanticbt.com

View Settings

User Management

Goals

Content Grouping

+ NEW GOAL

Import from Gallery

🔍 Contact

<input type="checkbox"/>	Goal ↓	Id	Past 7 day conversions	Recording
<input type="checkbox"/>	Contact Us - Thank You	Goal ID 1 / Goal Set 1	0	<input type="checkbox"/> OFF
<input type="checkbox"/>	Contact- Footer (New Site)	Goal ID 5 / Goal Set 1	2	<input checked="" type="checkbox"/> ON
<input type="checkbox"/>	General - Contact/Thanks (New Site)	Goal ID 17 / Goal Set 4	3	<input checked="" type="checkbox"/> ON

2 goals left

Show rows 10 Go to 1 1 - 3 of 3 < >

Advanced Topic: Filters

- Filters help you control how you view your data
 - Filter out bot traffic, internal traffic
 - Isolate certain types of traffic (i.e. social traffic)
- Determine what you want to filter
- Key: maintain a “master” view
 - Clean, pure, unfiltered data
 - Important b/c once a filter is applied, data in that view is filtered forever

Advanced Topics: Filters

Administration > View Filters

www.atlanticbt.com / http://www.atlanticbt.com / www.atlanticbt.com



VIEW

www.atlanticbt.com

View Settings

User Management

Goals

Content Grouping

Filters

+ NEW FILTER

Assign Filter Order

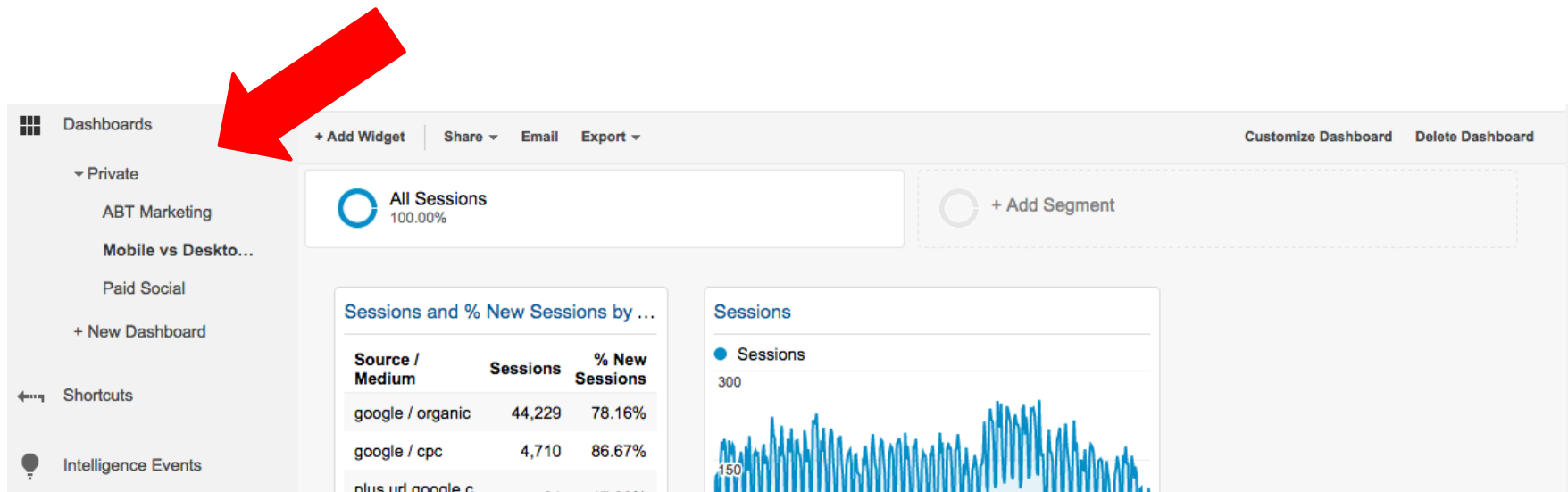
Search

Rank	Filter Name	Filter Type	
1	Detailed Filter 1	Advanced	remove
2	Detailed Filter 2	Advanced	remove
3	ABT_RANGE_FILTER	Exclude	remove
4	ABT IP Filter (New)	Exclude	remove

Advanced Topics: Custom Dashboards

- Allows you to focus on the dimensions & metrics that matter most to you
 - You're creating your own custom report
- Dashboards can be private or shared with all users
- Can be built dynamically from specific elements in the full suite of reports
- Not sure where to start? GA provides “starter” dashboards to guide you

Advanced Topics: Custom Dashboards



Advanced Topics: Intelligence Events



Review

Today, we've explored the following areas in Google Analytics:

- Introduction to the GA interface
- Overview of GA structure and core terminology
- In-depth look into the 5 report folders and how those reports can be used
- A look into advanced topics that can take you further inside Google Analytics

Questions?

Introduction to Google Analytics for the NC.gov Team

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